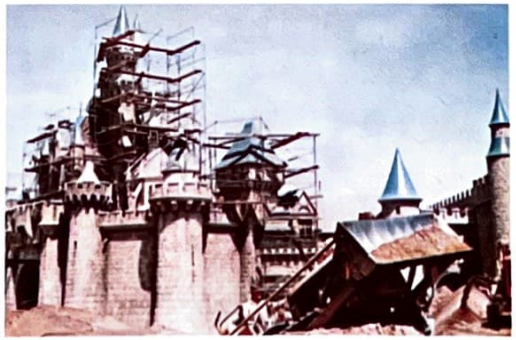
WALT DISNEY'S
Disneyland
A PICTORIAL SOUVENIR

Disneyland

THE HAPPIEST PLACE ON EARTH



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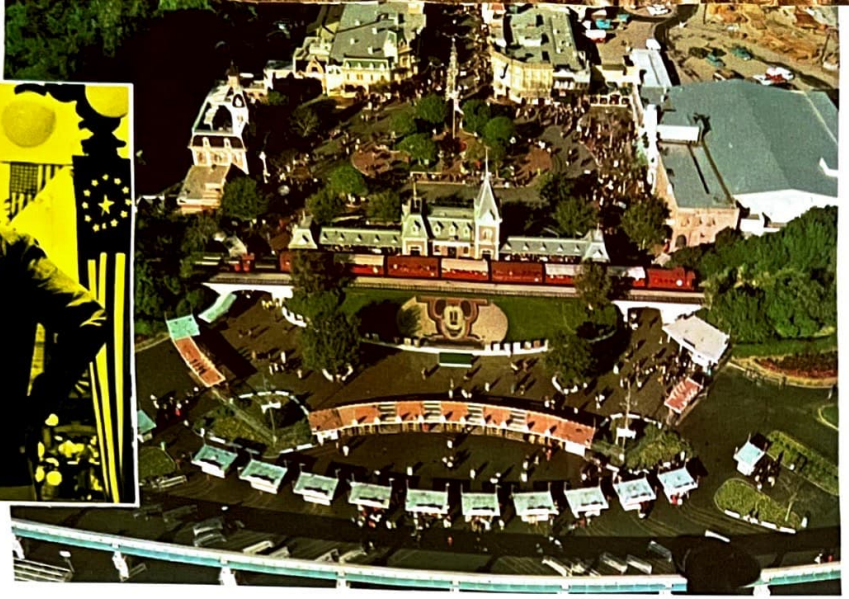

The year was 1954, the place a country suburb of Los Angeles called Anaheim. The land, as Walt Disney later recalled, was "all flat—no rivers, no mountains, no castle, no rocket ships . . . just orange groves, and a few acres of walnut trees."

Many miles away, and many years before, a persistent idea had begun in the mind of Walter Elias Disney. "Disneyland really began," Walt said, "when my two daughters were very young. Saturday was always Daddy's Day, and I would take them to the merry-go-round and sit on a bench eating peanuts, while they rode. And sitting there, alone, I felt there should be something built, some kind of family park where parents and children could have fun, together."

Over a period of 20 years, the dream that was to become Disneyland grew and grew. Because it had no precedent, there were no simple solutions in its design and construction. Everything was one-of-a-kind . . . from a medieval castle whose drawbridge (though functional) has been raised but once . . . to the 14-story tall Matterhorn Mountain, built of concrete and 500 tons of steel.

On July 17, 1955, a year and a day after construction began, Walt Disney's persistent idea — his "new concept in family entertainment"—became a prodigious reality.

On the pages of this Souvenir Pictorial, Walt Disney's own words describe his philosophy for each "land" in Disneyland. These basic ideas remain today as they have been since the concept for Disneyland began.

"I don't want the public to see the real world they live in while they're in the park," Walt Disney said.
"I want them to feel they are in another world."

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Main Street, U.S.A.

"Many of us fondly remember our 'small home town' and its friendly way of life at the turn of the century. To me, this era represents an important part of our nation's heritage. On Main Street we have endeavored to recapture those by-gone years.

Here is America in 1890-1910, at the crossroads of an era. Here the gas lamp is giving way to the electric lamp, and a newcomer, the sputtering horseless carriage, has challenged Old Dobbin to the streetcar right-of-way. America was in transition; the discoveries of the late 19th century were changing our way of life.

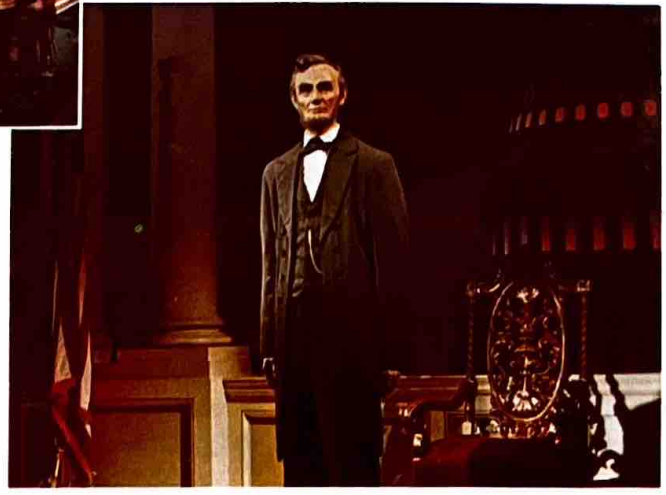
When you visit the arcades, the ice cream parlor, the market house and cinema where silent films play, we hope you will visualize, as I often do, your own home town Main Street, or the one your parents and grandparents have told you about. Main Street is everyone's home town — the heartline of America.

In Town Square too, you will find the depot for the Disneyland Railroad. Here 1890 trains depart for a grand circle tour of the Magic Kingdom, climaxed by the breathtaking Grand Canyon Diorama and the Primeval World.

For those of us who remember the carefree times it recreates, Main Street will bring back happy memories. For younger visitors, it is an adventure in turning back the calendar to the days of grandfather's youth."

Turn of the century America is relived in many ways on Main Street . . . the ever-popular home town parade led by the marching Disneyland Band . . . flickering silent films at the Cinema . . . and elegant dining in the Victorian surroundings of the Plaza Inn. Stores and shops offer a wide range of colorful items.

The Walt Disney Story, at the Opera House, recalls half a century of Disney entertainment. In the pre-show, Professor Owl tells a Disney nature story, and guests savour the nostalgia of Mickey Mouse's life. Climax of the story is the amazing Audio-Animatronics show, "Great Moments with Mr. Lincoln."



Trains of the Disneyland Railroad steam out of Main Street Station bound for the Grand Canyon and the Primeval World of the dinosaurs.

Adventureland

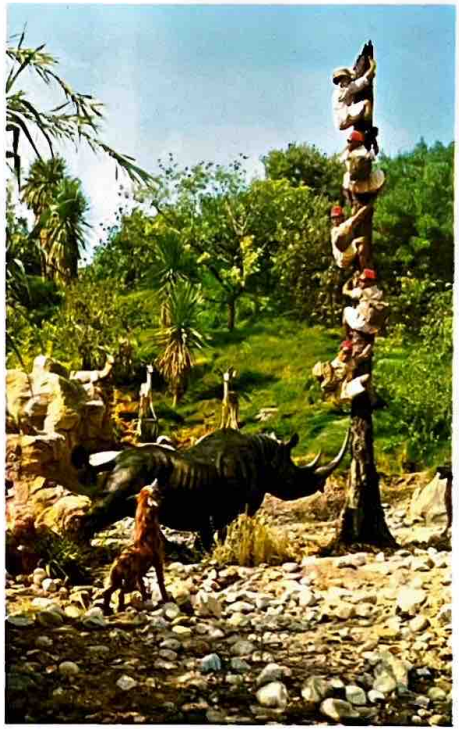
"The spirit of adventure is often linked with exotic tropic places. Many of us dream of traveling to these mysterious, far-off regions of the world.

To create a land which would make this dream reality, we pictured ourselves far from civilization, in the remote jungles of Asia and Africa. The result is Adventureland, 'the wonderland of nature's own design.'

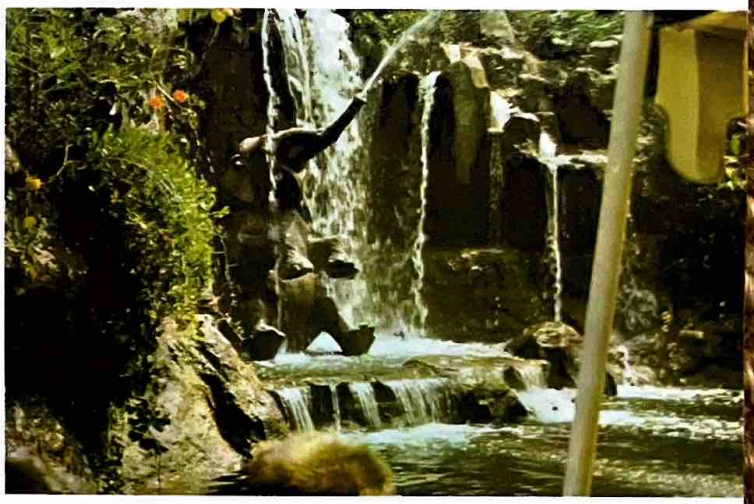
Here, through a unique combination of living plants and lifelike animals, we have created a true-to-life safari that takes you down winding tropic rivers. Colorful plants, ferns and flowers grow to the water's edge as explorers' boats carry you into the misty rain-forest of the Amazon, the hippopotamus filled Congo, and the swirling rapids of the Nile.

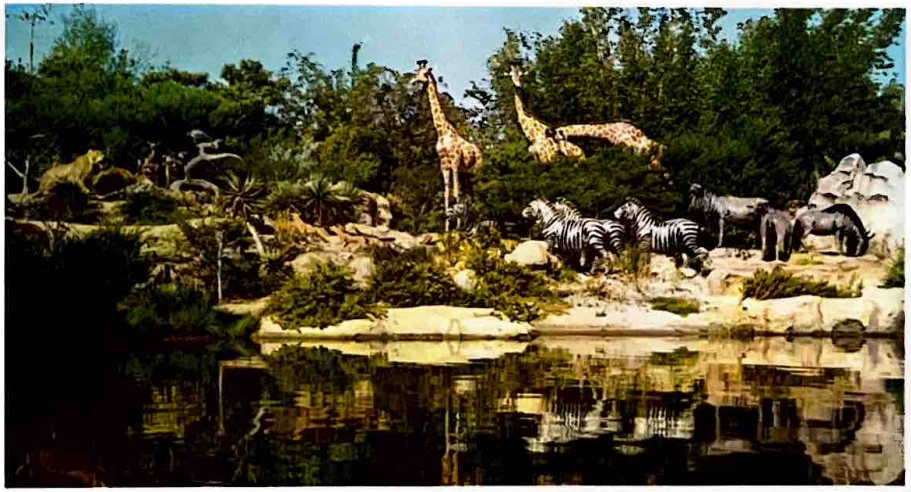
Adventure lurks around every bend in the rivers. Crocodiles guard an ancient shrine. Indian elephants splash in their sacred bathing pool. In the grasslands of the African Veldt, lions, zebras and giraffes portray the law of the jungle: survival of the fittest.

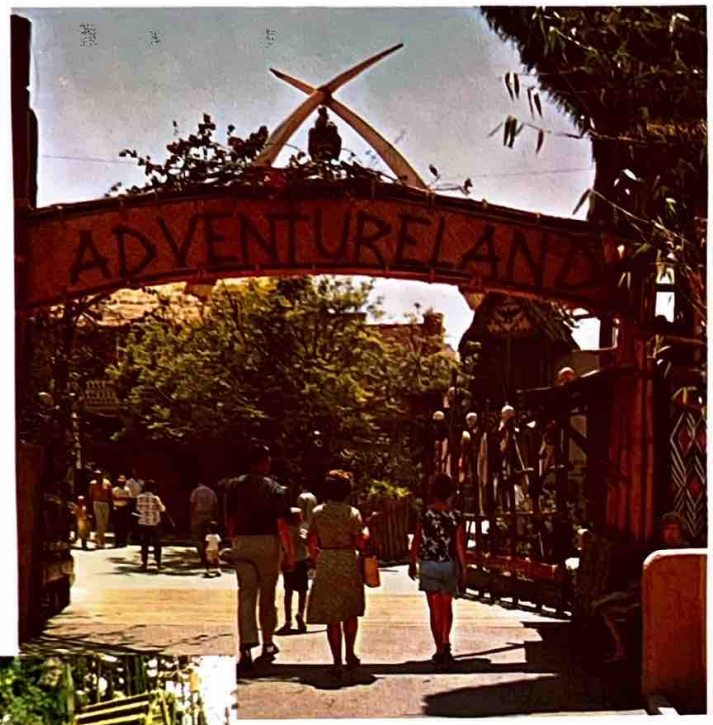
Elephants, gorillas, hippos, head-hunters — even the humorous trapped safari — you'll meet them all in tropic Adventureland."



On Adventureland's Jungle Cruise, explorers travel down mysterious rivers to see Indian elephants at play in their sacred bathing pool, ponderous hippos, and the hunters and hunted of the great African Veldt — including the Trapped Safari.



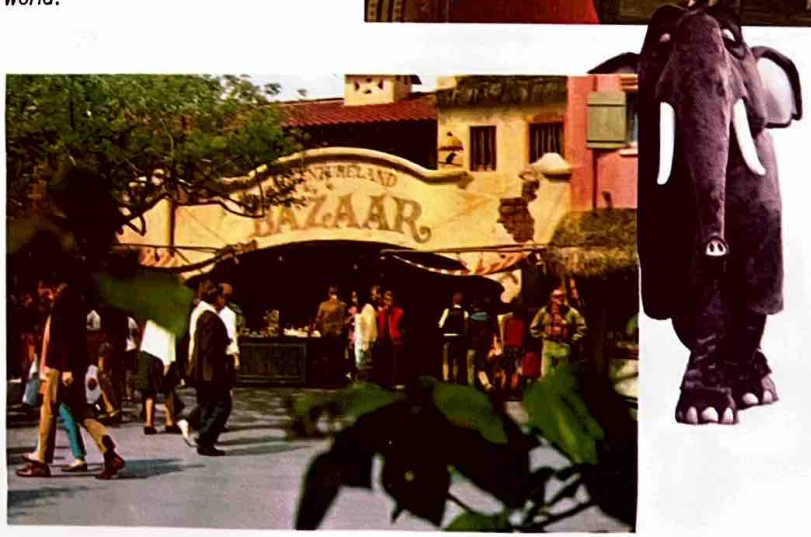




Exotic tropical regions of the world open to everyone entering Adventureland. Climbing the Swiss Family Treehouse, adventurers gain a spectacular panorama of the sprawling jungle region. Far below, an explorer's launch winds down a tropical river, through a lush rain-forest and past a thundering waterfall.

The romance of the islands is found at the Tahitian Terrace, an open-air Polynesian restaurant. Nearby, the Bazaar offers imported goods from around the world.

Tropical birds, Tikis and flowers spring to life in the Enchanted Tiki Room, a musical fantasy recalling legends of the South Seas.

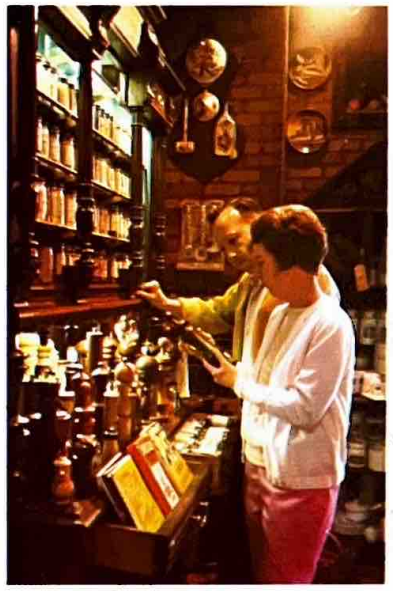


New Orleans Square

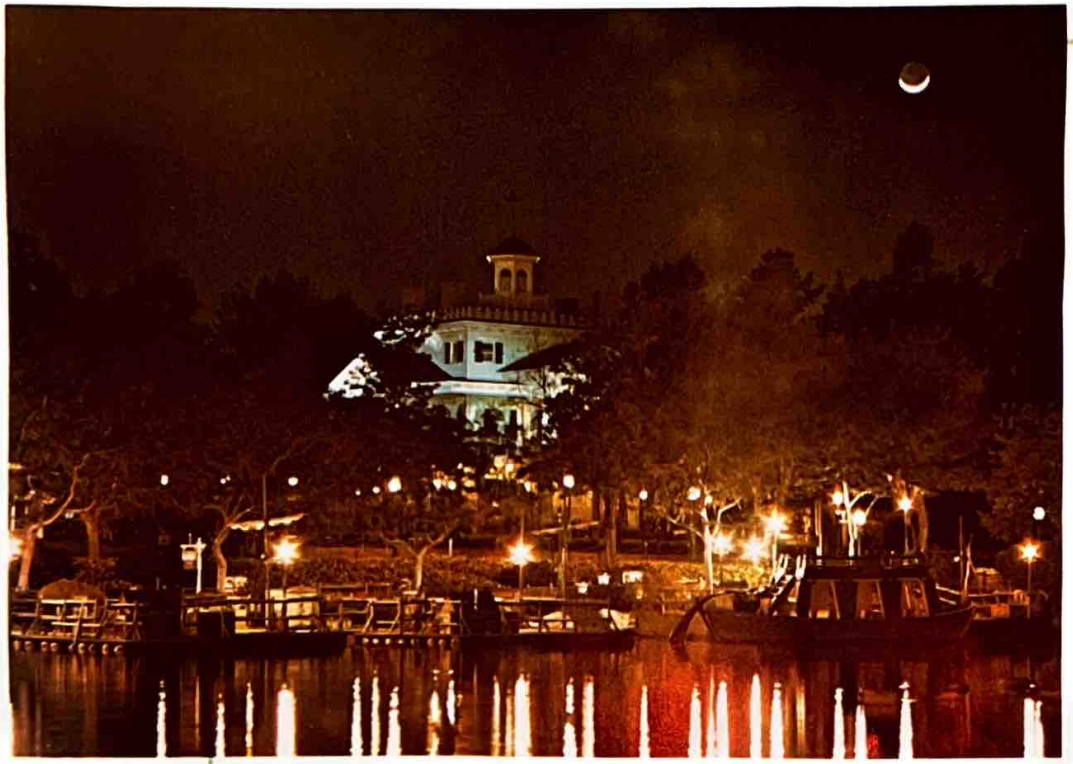
"Disneyland has always had a big river and a Mississippi stern-wheeler. It seemed appropriate to create a new attraction at the bend of the river. And so, Disneyland's New Orleans Square came into being — a New Orleans of a century ago when she was the 'Gay Paree' of the American frontier.

Flower marts, a tradition of old New Orleans, add color to the streets and courtyards. The quaint shops offer treasures from all over the world. Diners in French and Creole cafes are entertained in true Dixie-like fashion.

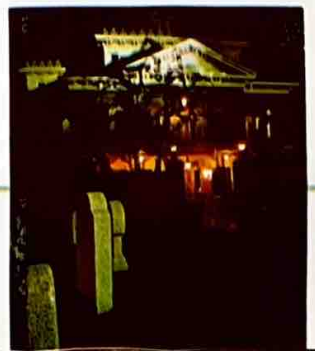
The original architecture and atmosphere of old New Orleans of the 1850's has been retained. The narrow winding streets, intimate courtyards and iron lace balconies are authentic in every detail."



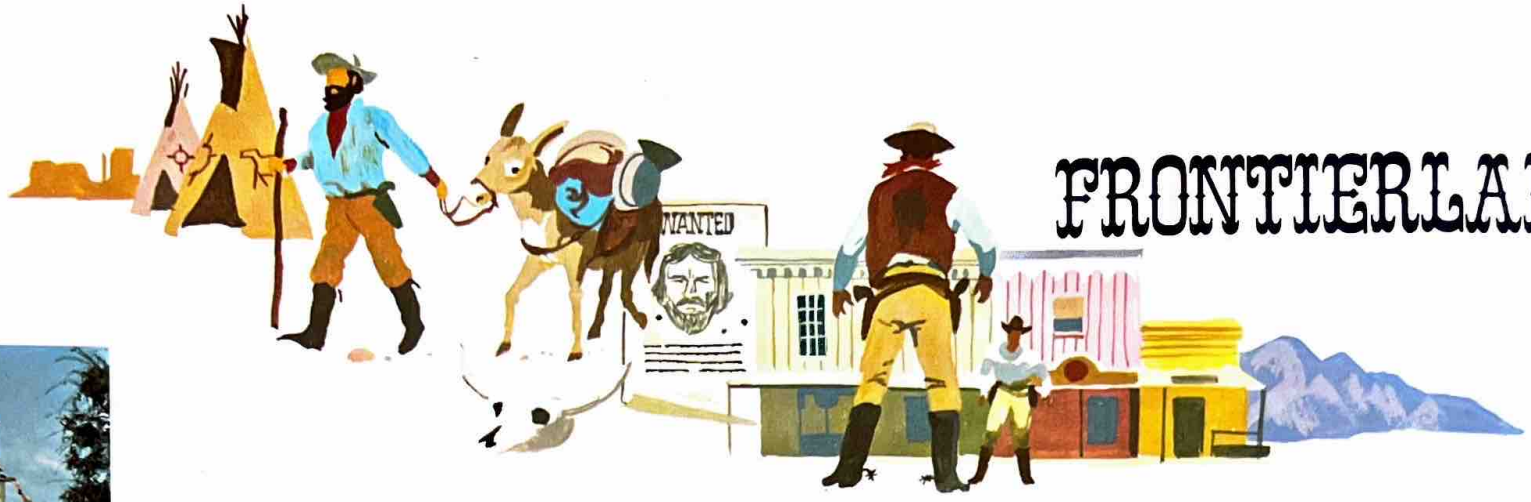
Jazz combos and gay Mardi Gras parades recreate the sounds of old New Orleans, birthplace of Dixieland. The Blue Bayou Restaurant offers dining by moonlight in the daytime or evening, on the banks of a Louisiana bayou. Imported antiques and rare culinary items are featured in shops along the narrow winding streets of New Orleans Square.



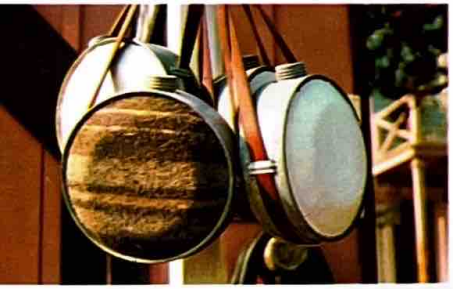
The Haunted Mansion, along the river front, delights young and old alike with its 999 happy ghosts, ghouls and goblins "dying" to meet you. A "doom buggy" carries you through the rooms and halls filled with wall to wall screams and chills, and finally into the world's wildest graveyard.

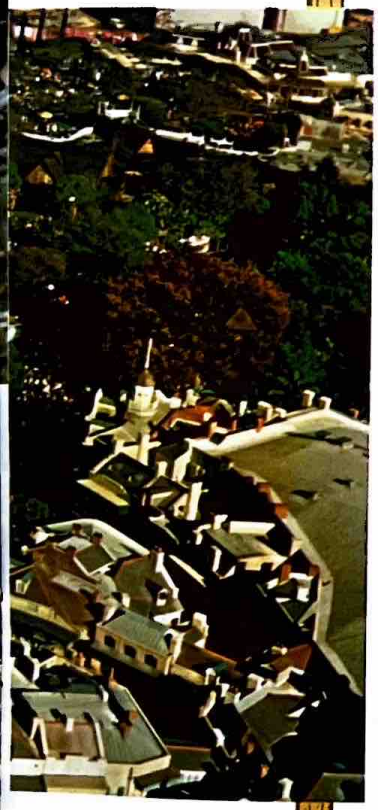


New Orleans Square is the gateway to Disneyland's swashbuckling adventure, THE PIRATES OF THE CARIBBEAN. Aboard flat-bottom bateaux, guests cruise through haunted undersea grottos and into a Caribbean seaport under attack by a pirate galleon. Bold buccaneers capture the defenders, auction their fair maidens, loot the village and then, in one of the most spectacular climaxes to any Disneyland adventure, they turn the whole town into a raging inferno.



FRONTIERLAND





"All of us have cause to be proud of our country's history, shaped by the pioneering spirit of our forefathers. It is to those hardy pioneers, men of vision, faith and courage, that we have dedicated Frontierland. Here you can return to frontier America, from the Revolutionary War era to the final taming of the great Southwest.

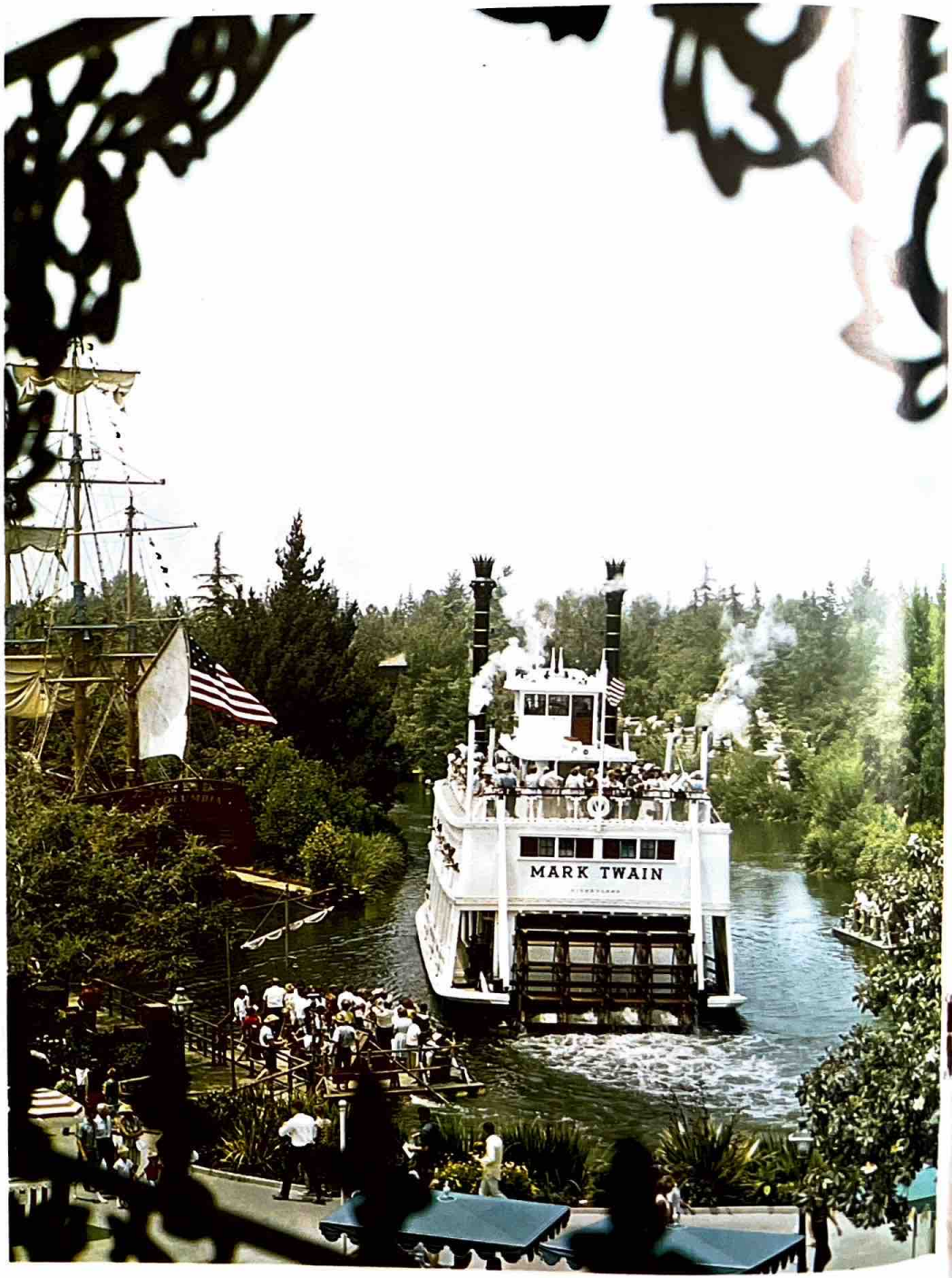
In Frontierland, you can help paddle a canoe on the Rivers of America. The river winds through Mark Twain country, and you can see it all from the decks of a Mississippi stern-wheeler, the sailing ship Columbia, or keelboats of Davy Crockett's day.

Every youngster will enjoy the adventure of Tom Sawyer Island, reached by log rafts. Back on the mainland, the wild West lives again in the Golden Horseshoe 'saloon,' where the rollicking floor show is as popular today as the day it opened.

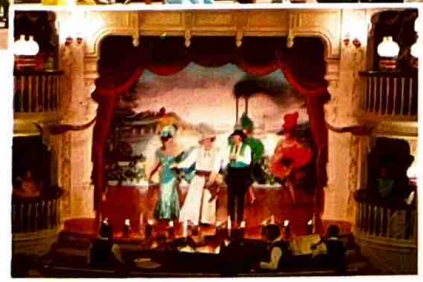
Aboard a mine train, you can tour the great North American wilderness in Nature's Wonderland, a seven-acre wildlife preserve filled with more than 200 lifelike animals, birds and reptiles.

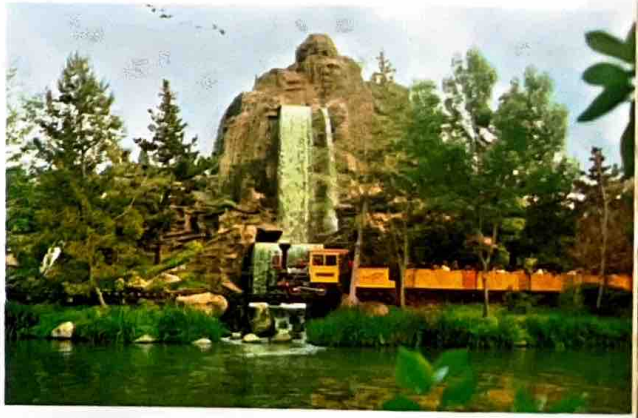
These adventures are designed to give you the feeling of having lived, even for a short while, during our country's pioneer days."

Beyond the gates to Frontierland, travel by water on the Rivers of America remains much as it was a century ago. You can paddle an explorer's canoe, cruise aboard the Mark Twain stern-wheeler, or sail by log raft to Tom Sawyer Island to explore old Fort Wilderness, climb Castle Rock and cross a floating barrel bridge.

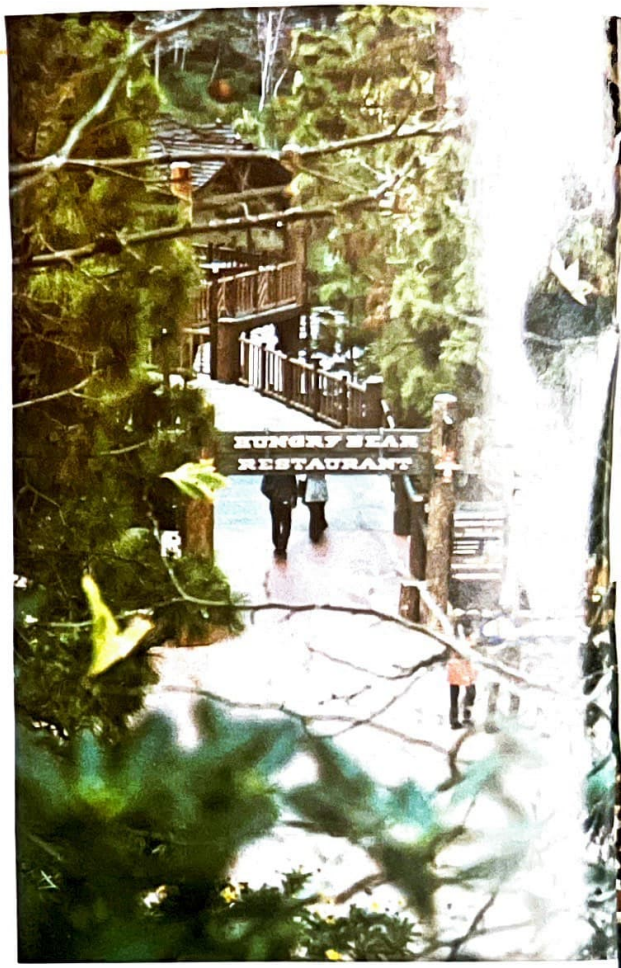


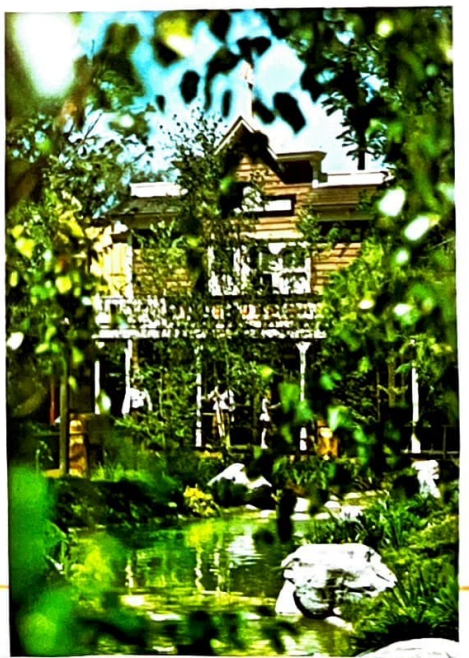
Mining trains leave the town of Rainbow Ridge and head into the frontier wilderness of Nature's Wonderland. Back in civilization, you can relive the rip-roaring days of the wild west at the Golden Horseshoe Show.





COLUMBIA


HUNGRY BEAR
RESTAURANT



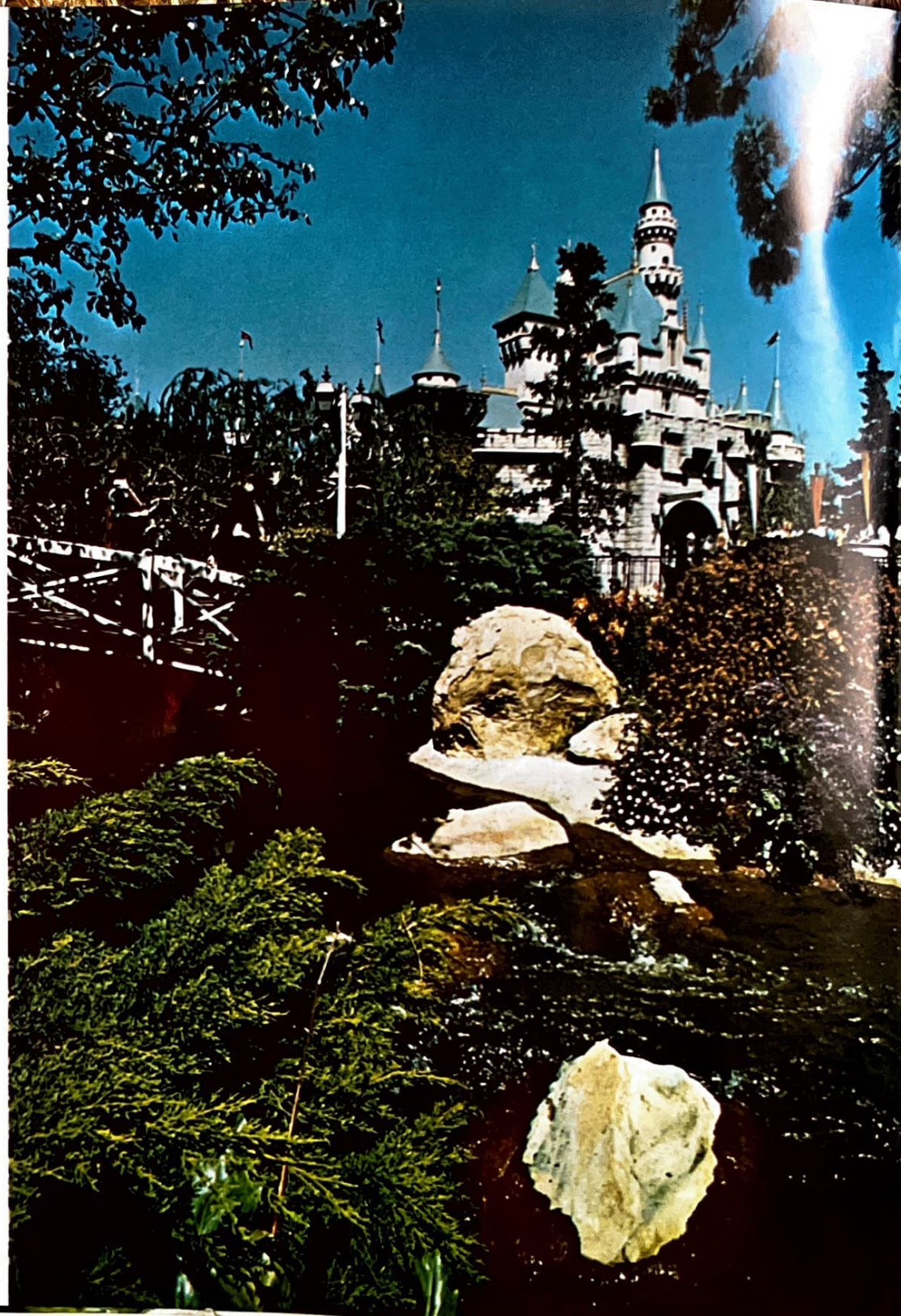
Bear Country

The newest land in Disneyland is also among the oldest. Set in the Great Northwest of the latter 1800's, Bear Country is a lighthearted blend of the authentic with the fanciful.

From the moment you walk through the pass into Bear Country, you are in the Northwoods. A rushing mountain stream bisects the area, shaded by a forest of tall pines. High on a trestle, a steam-belching train of the Disneyland Railroad passes through. To dine on the porch of the Hungry Bear Restaurant and look out across the Rivers of America, is to imagine another time, and other places, in a world that was.

In Bear Country, the wild and wooly are also — fur covered. And the wildest show in the wilderness is easily the Country Bear Jamboree, *a vaudeville-style free-for-all starring the songs and music of Swingin Teddi Barra, the Five Bear Rugs, Trixie, and Gomer on piano. The velvet-draped side-boxes are loaded with thousands of pounds of animated performers, including Henry, master of ceremonies. And Big Al's hillbilly rendition of "Blood on the Saddle" (shown at right) is almost unbearable.*

Fantasyland



"When we were planning Fantasyland, we recalled the lyrics of the song, *When You Wish Upon A Star*. The words of that melody, from our picture *Pinocchio*, inspired us to create a land where dreams 'come true.'

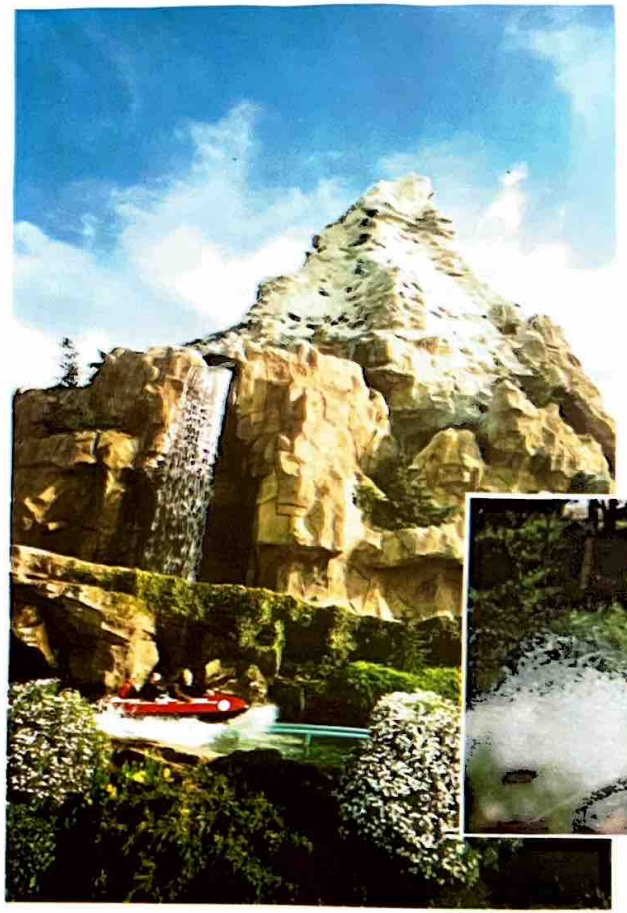
What youngster, listening to parents or grandparents read aloud, has not dreamed of flying with Peter Pan over moonlit London, or tumbling into Alice's nonsensical Wonderland? In Fantasyland, these classic stories of everyone's youth have become actual realities for youngsters — of all ages — to participate in.

Here in the 'happiest kingdom of them all,' you can journey with Snow White through the dark forest to the diamond mine of the Seven Dwarfs; flee the clutches of Mr. Smee and Captain Hook with Peter Pan; and race with Mr. Toad on his wild auto ride through the streets of Old London town.

Dumbo, the elephant with aerodynamic ears, will take you on a flight high above Fantasyland, while the haughty Caterpillar of Alice in Wonderland carries you down the Rabbit Hole into the Upside Down Room and Tulgey Wood. In colorful Dutch canal boats or the Casey Jr. Circus Train, you'll journey through Storybook Land to see the homes of the Three Little Pigs, Pinocchio's Village, and Cinderella's castle.

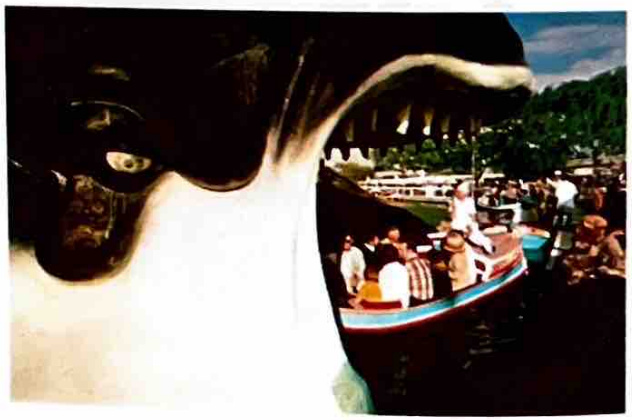
Children all over the world have one thing in common — a love for laughter. *It's a Small World.* And that's the name of our latest attraction. Its stars are the children of the world. Our musical fantasy features the songs and dances of youngsters from more than 100 nations, each singing in his own native language. For the grand finale, all children of the world join in to sing, 'It's a small world after all.'

The time you spend in this gay and carefree kingdom will be a dream come true — for everyone who is young in heart."

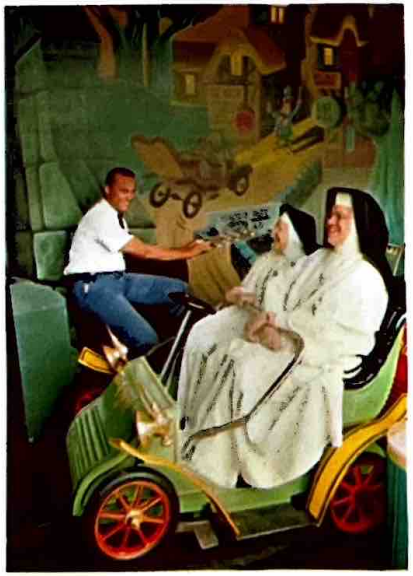


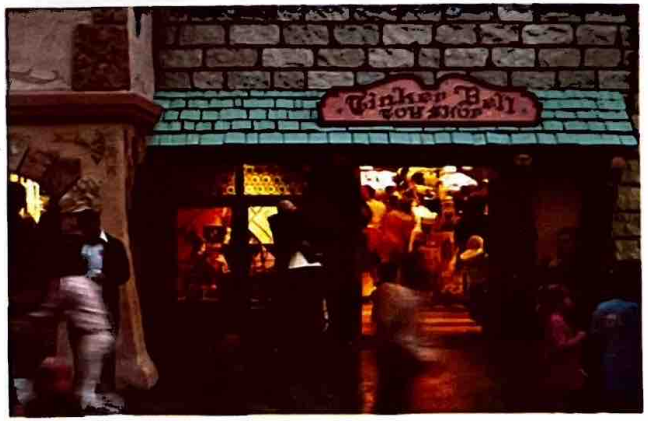
Towering high above Fantasyland is Matterhorn Mountain, an exact scale replica of the famous Swiss peak. Guests "team up" in bobsleds, racing down its slopes for a lake-sized "splashdown."

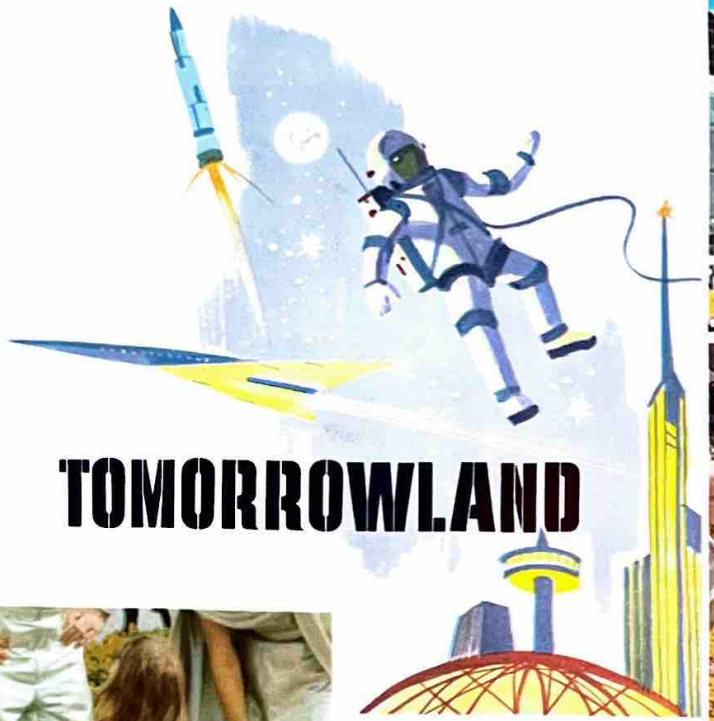
The Skyway journeys across "the happiest kingdom of them all," where young and old alike relive the adventures of Alice in Wonderland, Dumbo and other famous Walt Disney characters.



Drifting by the colorful Topiary Gardens, guests sail along the winding "seven seaways" to meet children of all lands in "It's a Small World." Other Fantasyland adventures include a wild race through the streets of old London town with Mr. Toad, and a visit to the Mad Tea Party of Alice in Wonderland.







TOMORROWLAND

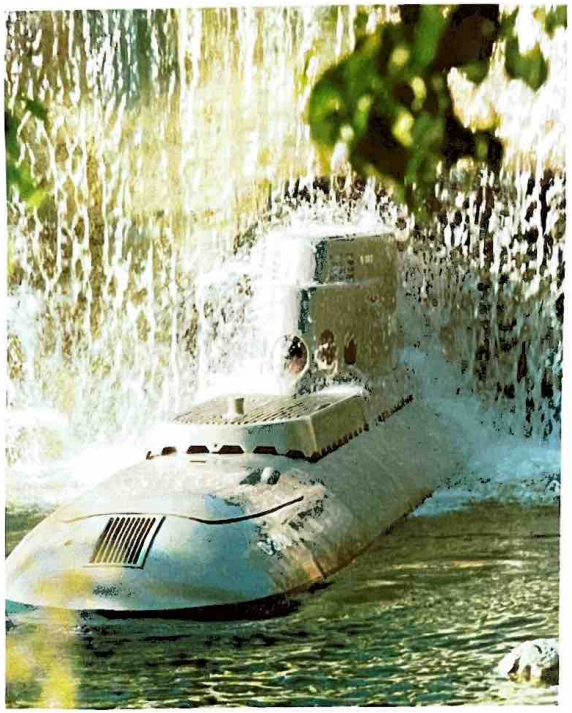
"Tomorrow can be a wonderful age. Our scientists today are opening the doors of the Space Age to achievements which will benefit our children and generations to come.

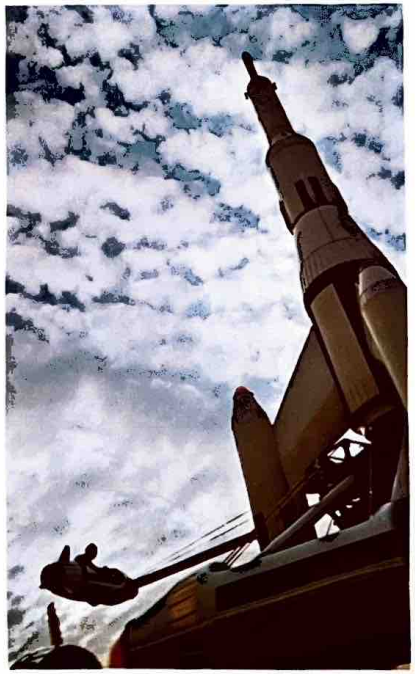
In Tomorrowland, we've arranged a preview of some of the wonderful developments the future holds in store. You will actually experience what many of America's foremost men of science and industry predict for the world of tomorrow.

Today, you can enjoy tomorrow's noiseless, smooth preview of city mass transportation, the Disneyland-Alweg Monorail System. You board a rocket ship and 'blast off,' leaving the earth far below in your journey through space. Youngsters of all ages drive real "sports cars" over the safest super highway in the world — Autopia.

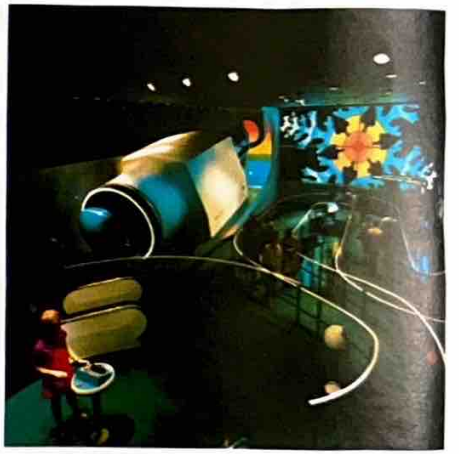
In Tomorrowland also, you'll explore the mysteries of *liquid* space aboard authentic submarines. Nearby, our pioneer 360 degree motion picture takes you on a tour of the United States, *America the Beautiful.*

These Tomorrowland attractions, and many others, have been designed to give you an opportunity to participate in adventures which are a living blueprint of our future."

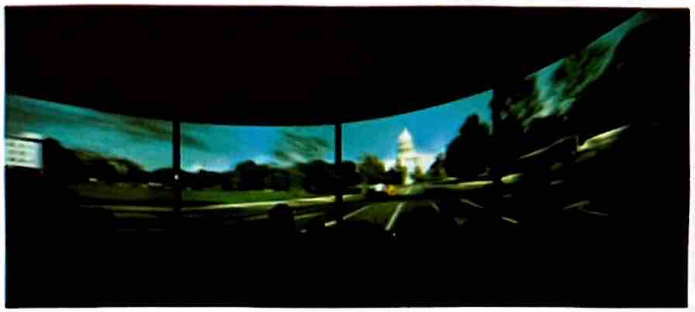




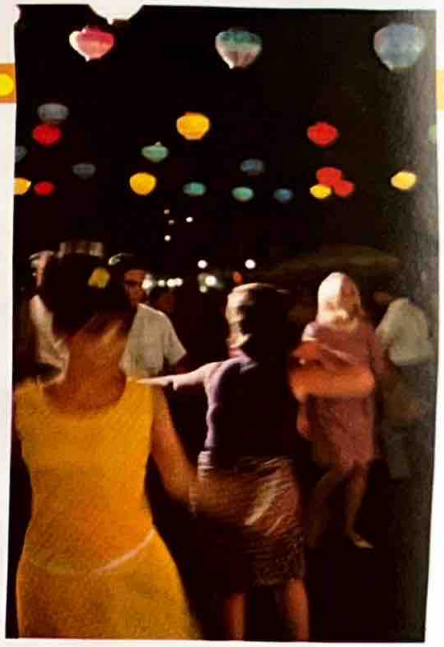
Tomorrowland is a world on the move. Here the modes of travel are often as unique as the attractions they carry you through. You can tour all of Tomorrowland aboard the PeopleMover, a brand new transportation concept . . . ride the trains of America's first monorail system . . . take the wheel of an Autopia car . . . or journey through a microscope aboard an Atomobile for an Adventure Thru Inner Space.



Climb aboard Tomorrowland's swinging Carousel Theatre for "America Sings," a magical joyride to Musicland, U.S.A. More than 100 Audio-Animatronics stars sing and play the popular songs of America, from the "in" tunes of yesterday to the "way out" sounds of tomorrow.



Disneyland AFTER DARK

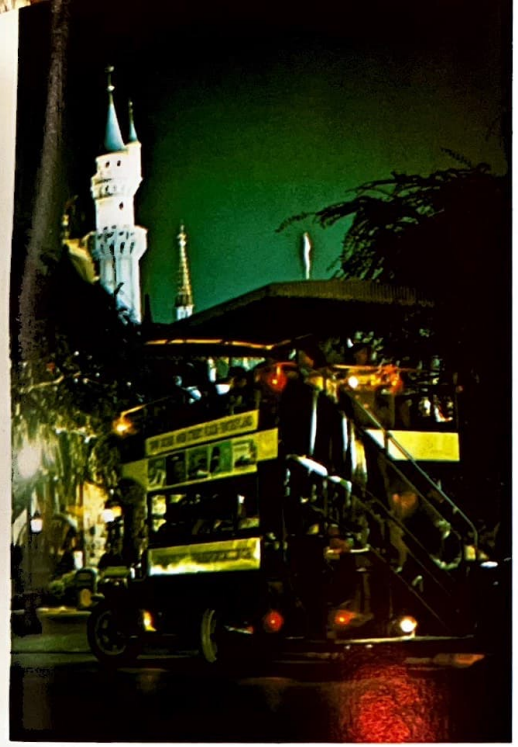


"It's difficult for me to choose my favorite time of day to be at Disneyland . . . naturally, I enjoy them all. But one which has a special attraction for me is *Disneyland after dark.*

As night falls, a new kind of magic and excitement takes over in Disneyland. Aboard the *Mark Twain* there's a real Dixieland band. The Tahitians in Adventureland really dance up a storm. While you're in Tomorrowland, I suggest you take in our band over there. And I never miss dropping in at the Plaza Gardens. *Like most people, I have fun just watching others have fun."*

The Mark Twain steams by the Café Orléans, where guests dine by starlight on the banks of the Rivers of America.

The traditional Christmas candlelight procession is one of many special holiday events presented at Disneyland through the seasons.



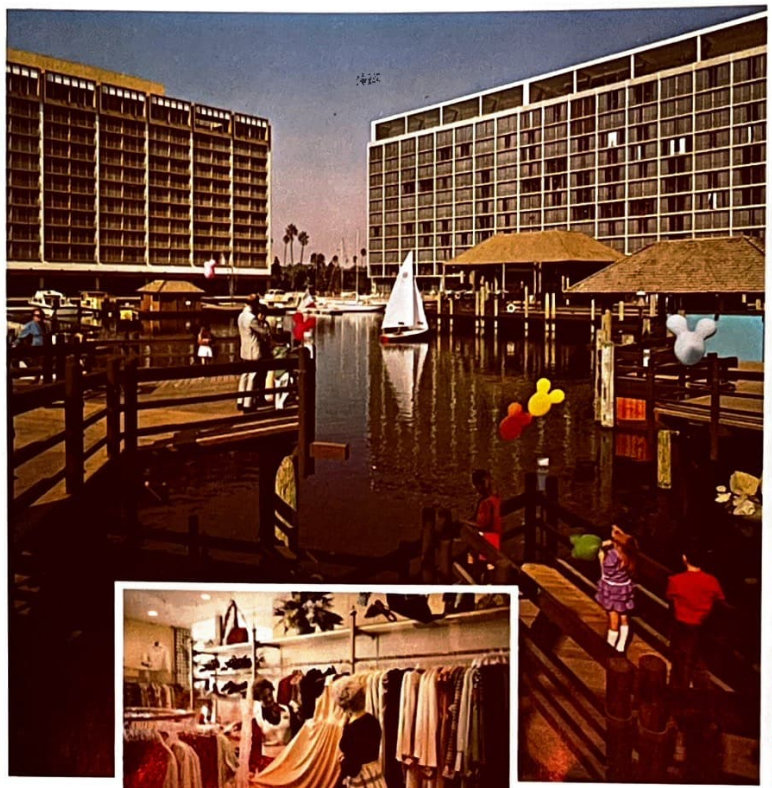
Disneyland after dark is a dazzling world of lights, sights and sounds. The summer nighttime excitement is climaxed by the traditional Disneyland spectacular, the famous Fantasy in the Sky *fireworks. Then it's music and fun everywhere, as native drums echo across Adventureland from the Tahitian Terrace, and Tomorrowland rocks with the contemporary sounds of the '70's. Thoughout the year, top name stars perform at Disneyland in special shows for young and old to enjoy.*

Disneyland Hotel

The famous Disneyland Hotel is just minutes away from "The Happiest Place on Earth" via the silent Disneyland-Alweg Monorail. This celebrated resort hotel offers beautiful accommodations in 1,000 guest rooms and suites. You may vary your dining pleasures at a choice of six fine restaurants. The new Shipyard Inn, specializing in seafood, overlooks a small craft marina and wharf area featuring summer arts and crafts shows.

Shopping is a delight in the dozens of boutiques and stores within the Hotel's shopping complex. The Women's Shoppe offers smart fashions and accessories. Disney toys and children's apparel are featured in The Children's Shop. Petite and junior sizes are the specialty of the Miss Minnie Shop. Candy, tobacco, newspapers, film and souvenir items are available at the Sundry Shop, located on the ground floor of the Marina Tower.

Disneyland Hotel's Convention Center provides outstanding conference facilities for groups, sales meetings, trade shows, exhibits and banquets. After business, there's pleasure . . . in miniature golf or the driving range, swimming in the Olympic-size pool, or enjoying one of the many nearby visitors' attractions for which Southern California is noted.



The Anaheim Convention Center

The award-winning Arena structure of the Anaheim Convention Center is a popular site for many exciting events . . . rodeos, ice shows, roller derbies, horse shows and sports contests.

The flexibility of the Convention Center provides 535,000 square feet of air-conditioned comfort for meetings and plenty of parking space directly across from Disneyland. The immensity of its space, sophisticated equipment and ideal location assure the success of any conference headquartered at the Anaheim Convention Center.

...and in Florida - STAY and PLAY in the "Vacation Kingdom of the World"

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Come for the day . . . or better yet, plan to *stay* for days — for your entire vacation!

For information or reservations, write:

Walt Disney World Reservations,
P.O. Box 78,
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through Disneyland to salute and
celebrate America's Bicentennial—
every day through August, 1976.